

Layout e Composição

Programação Web 1

Objetivo de Aprendizagem

- Introduzir princípios básicos de *layout* e composição para aplicação no *design* de páginas web

Agenda

- Planejamento
- O que é um bom *design*?
- Conceitos Básicos
- *Designs* Típicos



Planejamento

Descoberta

Exploração

Implementação

Descoberta

- Encontrar os clientes e entender o que eles fazem

Exploração

- A partir das informações coletadas elaborar um esboço do site
 - Seções que deve possuir
 - Cores que pode utilizar
 - Esboços de opções de *layout*
 - Funcionalidades que devem existir
 - Opções de ferramentas e tecnologias

Implementação

- Implementação de opções de *layout* para comparação
- Definição de ferramentas e tecnologias



O que é um bom *design*?

Dilema

- Usabilidade, Funcionalidade e Efetividade
- Beleza, Apelo Visual e Expressão Artística

*"The most important point to keep in mind is that design is about **communication**. If you create a website that works and presents information well, but looks ugly or fails to fit with the client's brand, no one will want to use it. Similarly, if you make a beautiful website that is hard to use or inaccessible, people will leave"*

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FEATURED SPONSORS ↓



◀ ▶ ⏮ ⏭ Draw Holcomb - Baby Tomorrow

Draw Holcomb - Baby Tomorrow

Danell Levine - Alright

Daniel Ellsworth - Warm And Safe

Jill Andrews - Worth Keeping

DONATE TO THE *Cause!*

BECOME A CITIZEN

CONNECT. SUPPORT. PROMOTE.

FEATURED ↓

Jill Andrews

[VIEW ALL](#)



This Knoxville singer-songwriter recently released a benefit record with proceeds going to the International Rescue Committee and aiding the victims of the recent earthquake in Haiti.

Drew Holcomb

[VIEW ALL](#)



Drew Holcomb writes heartfelt & honest songs that are a reflection of an artist who not only connects with people through his art but by supporting worthy organizations like Blood:Water Mission.

The Fray

[VIEW ALL](#)



Alternative Rock band from Denver, CO use their passion for music and others to support and inspire young artists and communities in need.

Ben Sollee

[VIEW ALL](#)



Pop cellist and Kentucky-native takes touring to a new level by biking across the country to raise awareness for Oxfam America and issues like mountain top removal.

Hello!

About Us


Our Work

Our Process

Sketchbook

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Faculty & Research



MEET DEAN PETER BREWS

An interview and video with Dr. Peter Brews, the new Moore School dean.

[LEARN MORE](#)

Faculty & Research

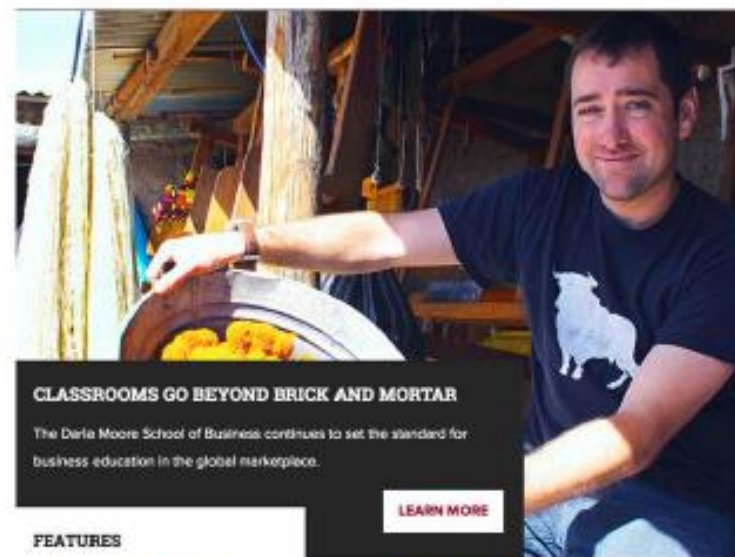
- Faculty
- Knowledge At Moore
- Research Centers
- SC Economic Data
- Research Support

EVENTS

Include all Categories

Rio de Janeiro Alum
MARCH 14, 2014

#1 Celebration
MARCH 19, 2014





CLASSROOMS GO BEYOND BRICK AND MORTAR

The Doris Moore School of Business continues to set the standard for business education in the global marketplace.

[LEARN MORE](#)

FEATURES

- Academic Departments
- Moore Worldwide
- Leadership
- New Building
- Rankings
- Sustainable Enterprise & Development
- Offices
- Short Facts
- History
- Center for Business Communication
- SCDash
- Careers at the Moore School

Connect with Moore

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Elementos de *Design*

- *Container*
- Logotipo
- Navegação
- Conteúdo
- Rodapé
- Espaço em branco

CONTAINER

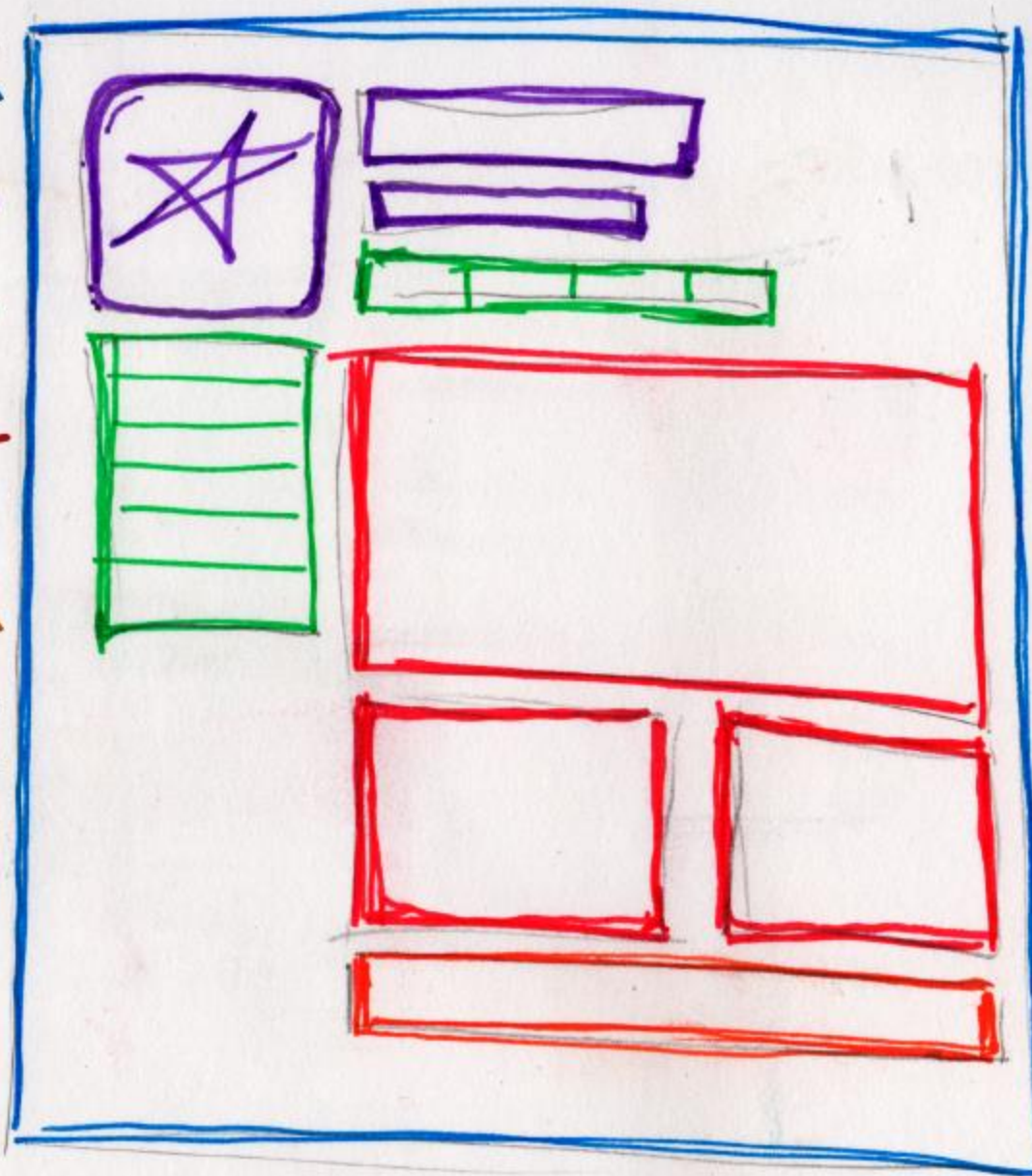
LOGO

NAVIGATION

CONTENT

FOOTER

WHITESPACE

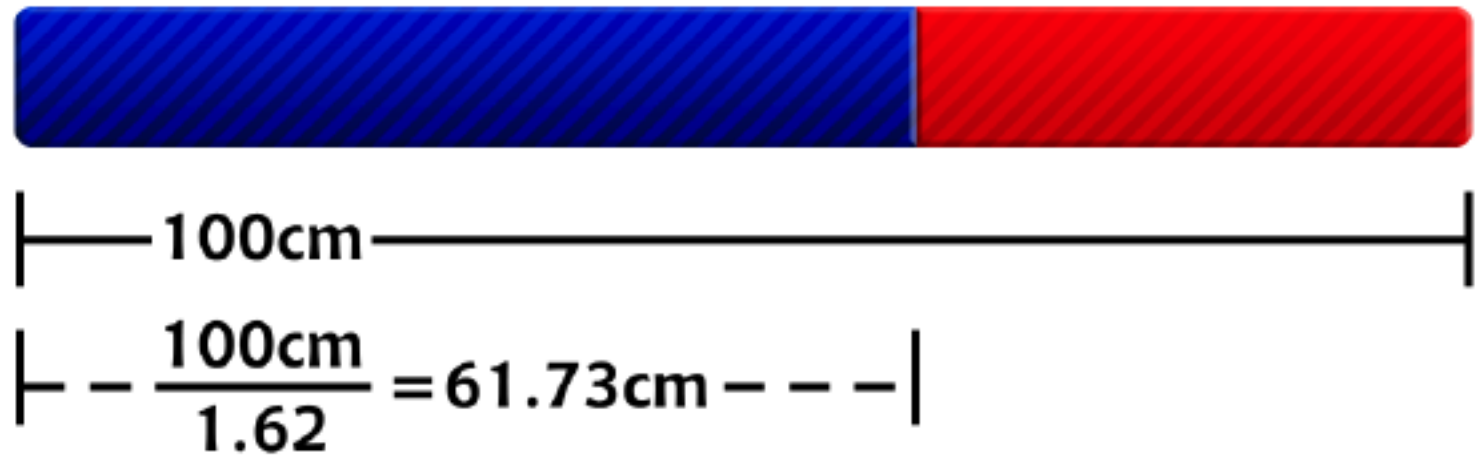


Grid

- Essencial para Design Gráfico
- Vai além da questão do alinhamento dos elementos
- Relacionado principalmente a **proporção**

Golden Ratio

- Também conhecido como “proporção divina”
- \emptyset



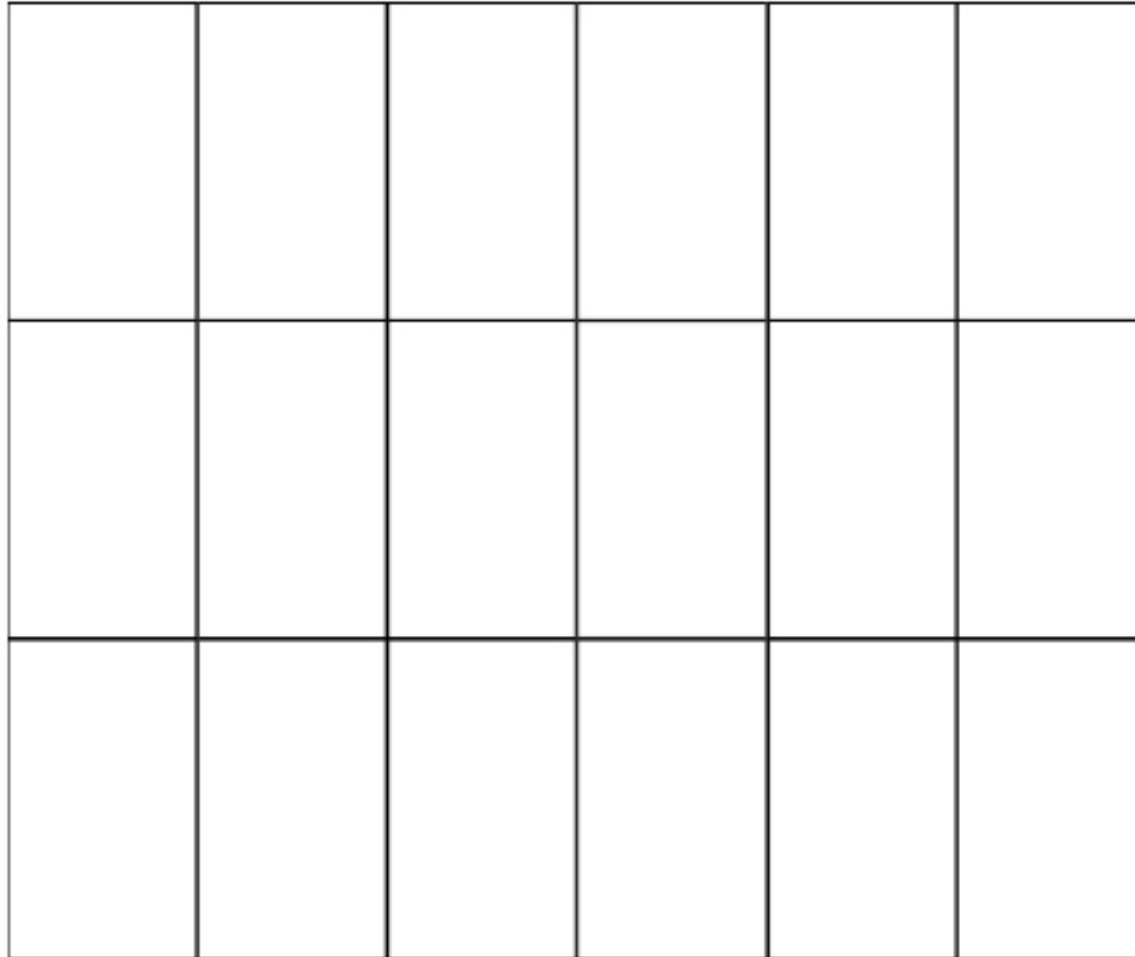
Golden Ratio



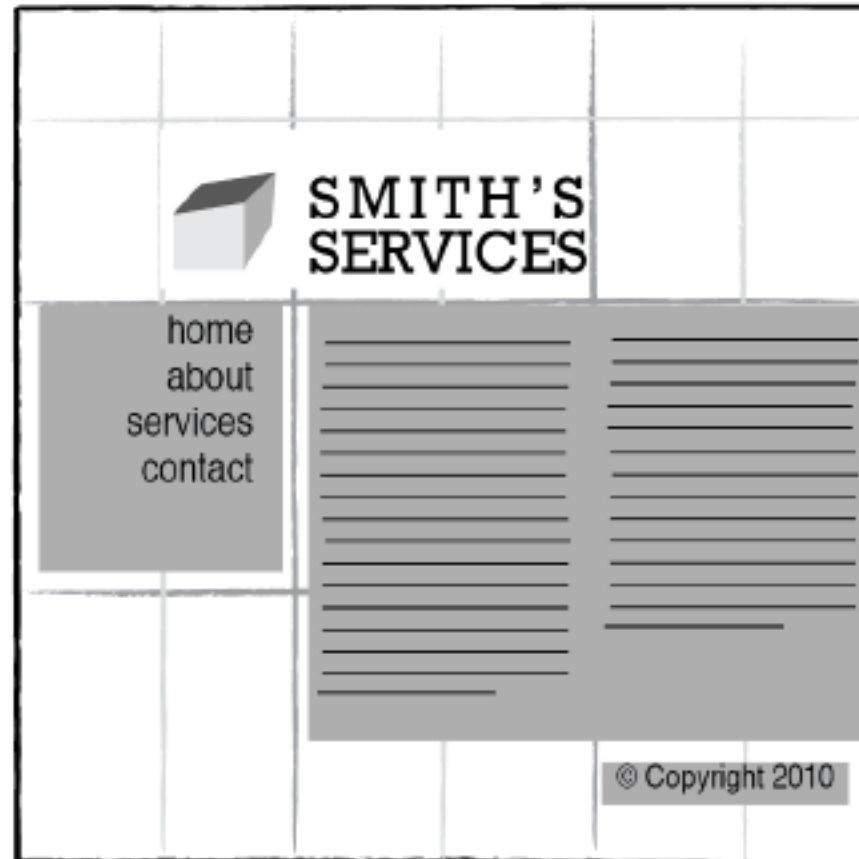
Regra dos Terços

- *Rule of Thirds*
- Versão simplificada da aplicação da *golden ratio*

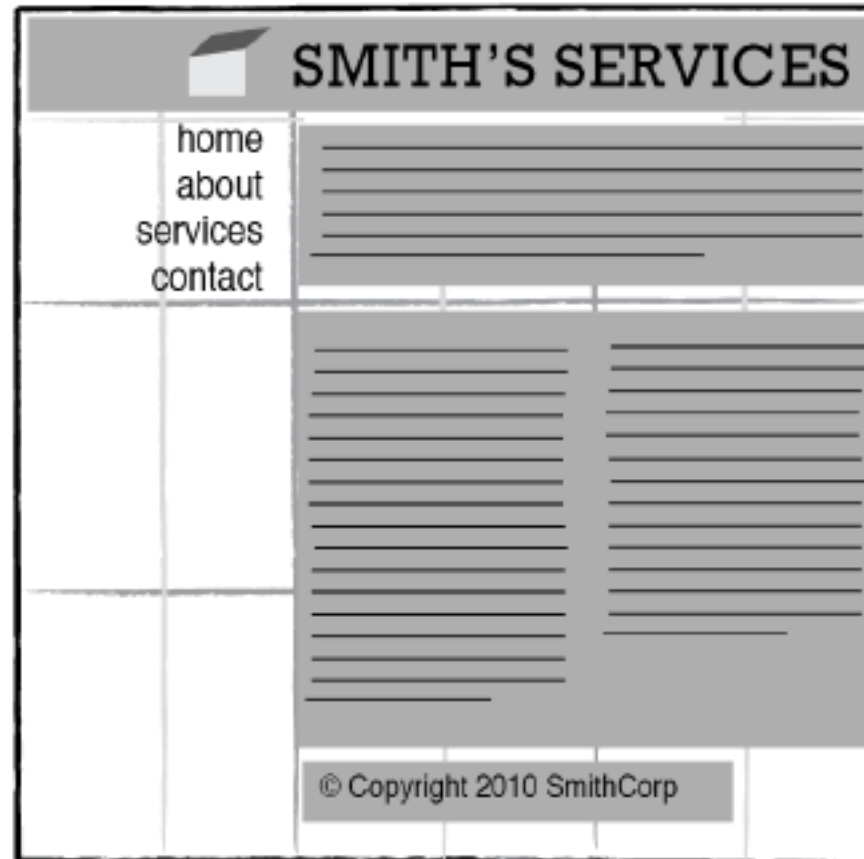
Wireframe



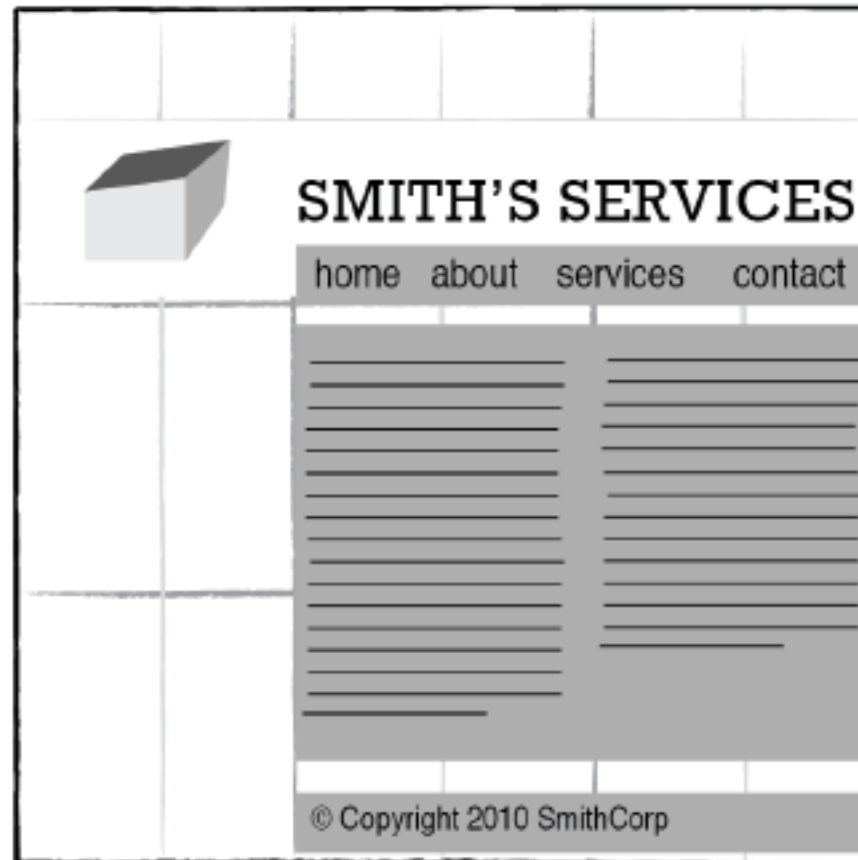
Exemplos de *layouts*



Exemplos de *layouts*



Exemplos de *layouts*



Exemplos de *layouts*



Equilíbrio

- Outro ponto fundamental é o equilíbrio na distribuição dos elementos
 - Simétrico (formal)
 - Assimétrico (informal)

ALBION West Coast



Email us at hello@albionwestcoast.com

Follow us on [Twitter](#)

WHO WE ARE



Albion West Coast is an integrated creative agency that really understands the internet and the changes it's driving in culture and commerce.

We create brand strategy, identity and communications for start-ups and corporate entrepreneurs. We make advertising, digital and social campaigns, and online products – whatever will best drive your business.

OUR BLOG

22
MAR
2012

We love meeting new people

Shaggy, the office mascot, has given the directive that he'd like to meet some new people. Given that we can't say no to his terrier charms, we're looking for new clients. If you, or know a company, that is looking for innovative and disruptive creative, please email Kerry.Quinn@AlbionWestCoast.com

[Read more](#) ▶

OUR TEAM



Jason Goodman

brought to you by

Fender

Pop Sucks Tour

Featuring

Reckless
Abandon

and

**Third
Degree**

May 16th at the Central Florida Fairgrounds

Tickets \$40 @ Ticketmaster



“Asymmetrical balance is **versatile** and, as such, is used more often on the Web. If you take a look at most two-column website layouts, you’ll notice that the wider column is often lighter in color — a tactic that creates a good contrast for the text and main content. The diminutive navigational column is often darker, has some sort of border, or is made to stand out in another way, in order to create balance within the layout”

ABOUT STEINWAY

Steinway is dedicated to making the finest pianos in the world

Steinway & Sons was founded in 1853 by German immigrant Henry Engelhard Steinway in a Manhattan loft on Varick Street. Over the next thirty years, Henry and his sons, C. F. Theodore, Charles, Henry Jr., William, and Albert, developed the modern piano. They built their pianos one at a time, applying skills that were handed down from master to apprentice, generation after generation.

Each Steinway grand piano, for example, takes nearly a year to create. Nothing is hurried.

Today, we still build our pianos that way. Each Steinway grand piano, for example, takes nearly a year to create. Nothing is hurried. Even the carefully selected woods employed in the rims, tops, soundboards, and actions cure for months in our yard, kilns and conditioning rooms, until they stabilize at a rigidly specified moisture content.

Steinway is dedicated to the ideal of making the finest pianos in the world. The result is instruments renowned for their unsurpassed quality. Pianos with such superior sound and responsive touch that they enchant the most demanding pianists. And we are preferred overwhelmingly by people who share the joy of playing and owning the



960 Grid System (<https://960.gs/>)

- *Framework CSS*
- Resoluções típicas de 1024 pixels
- 960 pixels se adequa em 1024 pixels com mais flexibilidade
 - Divisível por 3, 4, 5, 6, 8, 10, 12, 15 e 16
 - Layouts com 12, 16 e 24 colunas
- Base para outros *Frameworks*
 - *Foundation* (<https://get.foundation/>)
 - *Bootstrap* (<https://getbootstrap.com/>)

Designs Típicos

- *Left-column navigation*
- *Right-column navigation*
- *Three-column navigation*

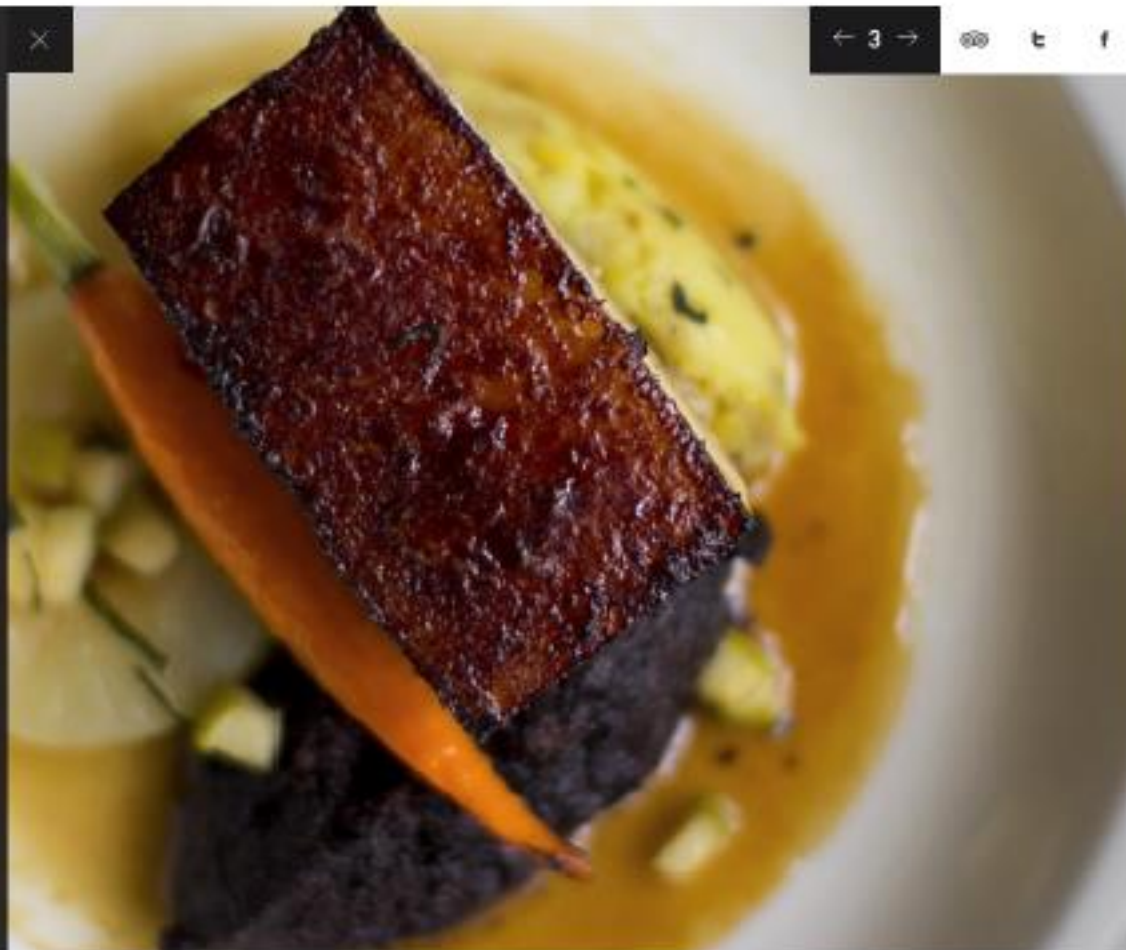
Left-column navigation

- Caracteriza-se por uma coluna esquerda estreita e direita ampla
- *Design* bastante utilizado
- Adequado para muitos projetos

Welcome to Arbor.
Where good food doesn't
cost the earth

You'll find well-cooked, honest, uncomplicated but imaginative food. Our menu is big on taste, with dishes to share and small taster plates to try out some great new tastes. Our team of chefs lead by Andy Hilton are passionate about sourcing both classic and new ingredients straight from the farm gate and fresh off the trawlers.

Our events team are passionate about make your "get together" the most memorable and delicious experience you and your guests have had to date!



Right-column navigation

- Destaca o conteúdo
- Desloca elementos secundários (anúncios, navegação, etc) para direita

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Search



Because it matters how you're treated.

[▶ Here's Why](#)

How Do You LiveLifeBlueSM?

Show us how you take on our wellness challenge
and we'll show you some pretty amazing prizes!

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GET WALKING

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Shop for Insurance

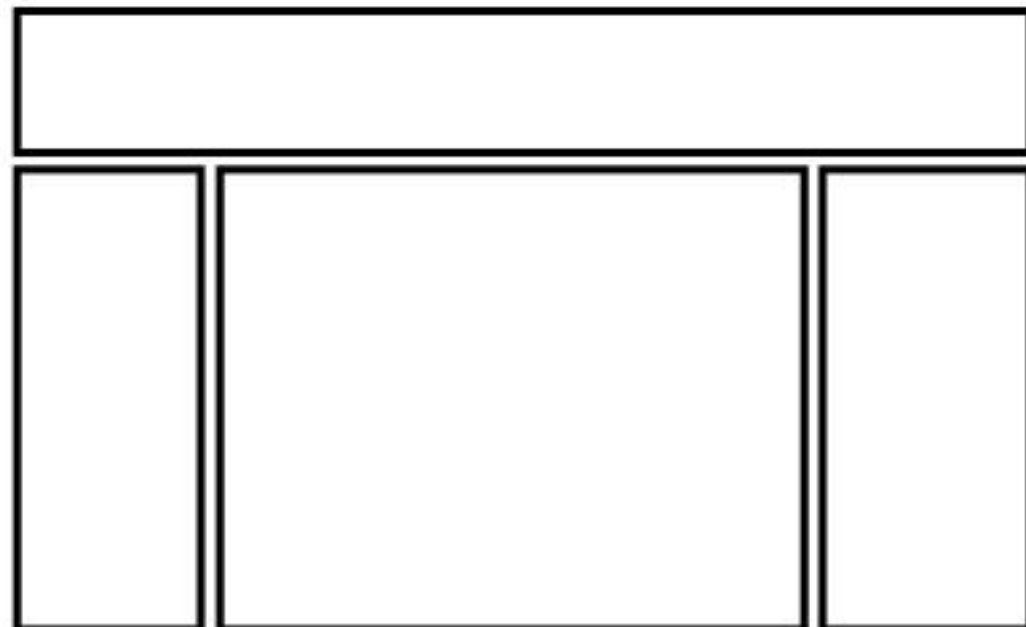
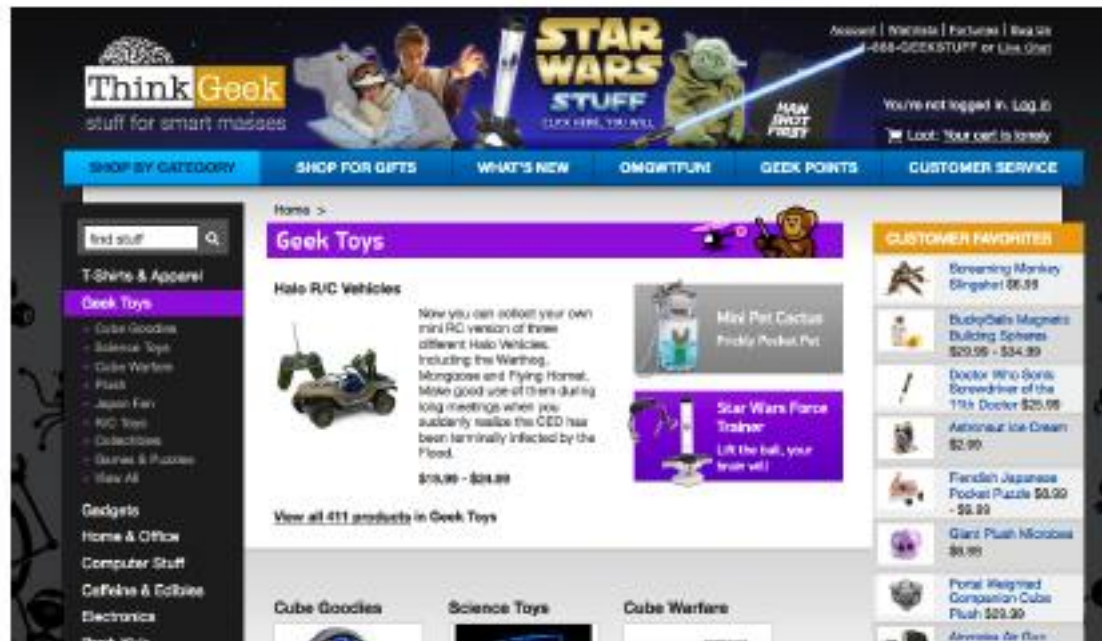
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Find a Doctor or Hospital

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Three-column navigation

- Indicado a sites que possuem grande quantidade de elementos
- O uso de espaço em branco é fundamental

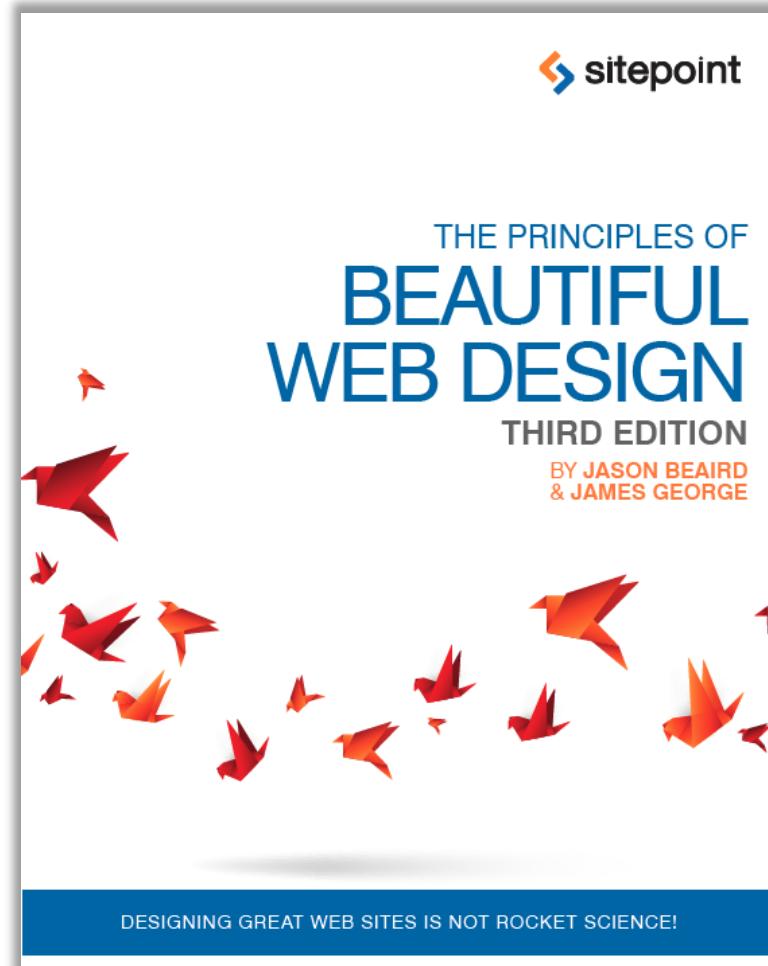


Referências

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- <https://getbootstrap.com/>
- <https://960.gs/>
- <https://get.foundation/>

Referências

- Capítulo 1 – Layout e Composição



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